FAMOUS VALUE FVB BRANDS
A DIVISION OF PHILIP MORRIS INC.

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TO: Steve Bloom DATE: June 11, 1991

FROM: Joseph Chaump

SUBJECT: FVB Reinvestment Highlights

With our May 28th increase of $3.00 per thousand on Generic and Private Label, we have reinvested $1.75 per thousand with our direct customer. This may take the form of off-invoice or quarterly allowance depending on customer.

JC/fz

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Source: https://www.industrydocuments.ucsf.edu/docs/lfcy0004